

## ABSTRACT

An improvement information generating unit (11) generates a plurality of types of improvement information for improving the image quality of an image (broadcast image) broadcast as a program. An integrating unit (12) embeds one or more of the plurality of types of improvement information generated by the improvement information generating unit (11) into the broadcast image, thus integrating the improvement information with the broadcast image, and outputs an integrated signal. The integrated signal is transmitted via a transmitting unit (13). Thus, images of various image qualities are provided.